

**COURSE DATA****DATA SUBJECT**

Code: 36105
Name: Foundations of business management
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1316 - Degree in Economics	Facultat d'Economia	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1316 - Degree in Economics	Business	BASIC

COORDINATION

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SUMMARY

Fundamentals of Business Management is a basic course, of 6 ECTS credits, taught in the first semester of the first semester of the first year of the Degree in Economics. It is part of the *Business Organization* subject, belonging to the Module on Enterprises of the degree.

This course is aimed at providing students with knowledge and skills that are essential to understand business activity. Hence, students will be oriented into the fundamentals of business administration, and properly prepared to take more advanced courses in the following years.

In this course, the business organization is approached from a broad perspective. The business organization is construed as a technical-economic unit, and also as a social-political unit and as a decision-making unit. Understanding business organizations as technical-economic units is linked to perspectives from areas such as Economic Analysis, Accountancy, Finance or Quantitative Methods (Mathematics and Statistics). Understanding business organizations as social-political units implies the need to establish mechanisms to facilitate coordination and reach consensus among the different people and interest groups involved (stakeholders). Understanding business organizations as decision-making units implies the need of planning, organizing, leading and controlling the diversity of resources, people and activities that comprise the company, so that goals are achieved; this approach is essential for courses related to Business Administration and Marketing.



Fundamentals of Business Management is a course that provides an essential basis for many of the courses in the Economics Degree. Therefore, the course contents are highly relevant for the proper training of a graduate in Economics.

The content of the subject is structured in seven units that present the basic foundations of the firm (definition and typologies of firms and entrepreneurs, environment, evolution and development of the firm), the characteristics of the different functions of the firm (functional areas and their relationships), as well as the main aspects of the management function (elements and processes, decision making and business objectives).

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

Not required, as this is an introductory subject.

COMPETENCES / LEARNING OUTCOMES

1316 - Degree in Economics

Be able to collect and analyse information.

Be able to learn autonomously.

Be able to use ICTs.

Be able to work in a team (including interdisciplinary teams).

Have decision-making skills and be able to apply knowledge to practice.

Have oral and written communication skills in the native language.

Know and understand the company, its functional organisation, its objectives and techniques. Understand the processes for the creation and development of the company and of innovation.

Show critical thinking skills.

Show ethical commitment and social responsibility at work, respect the environment and human rights and promote equality between men and women and the culture of peace.

DESCRIPTION OF CONTENTS



1. FIRMS AND BUSSINESS MANAGEMENT

- 1.1. Company: concept and elements
- 1.2. The company as a system
- 1.3. Business management
- 1.4. Organization Classification Criteria

2. MANAGEMENT AND GOVERNANCE.

- 2.1. Concepts of management and governance
- 2.2. The management team: Functions, composition and structure
- 2.3. Roles and levels of managers
- 2.4. Corporate governance

3. THE BUSINESS ENVIRONMENT

- 3.1. Definition of environment and delimitation of the value system
- 3.2. General environment
- 3.3. Competitive environment
- 3.4. Types of environment
- 3.5. Introduction to Corporate Social Responsibility

4. FIRMS EVOLUTION AND DEVELOPMENT

- 4.1. Business creation and value proposition.
- 4.2. The business model: concept and components
- 4.3. The life cycle of enterprises: modalities and directions of development, crisis or exit options

5. THE MANAGERIAL FUNCTION

- 5.1. Concept of objective and system of objectives: mission, general objectives and operational objectives
- 5.2. Decision-making: process, elements and types
- 5.3. Planning, organization and control
- 5.4. Management and leadership. Ethical and globally responsible leadership

6. PRIMARY ACTIVITIES FOR VALUE GENERATION AND DELIVERY

- 6.1. Logistics and supply chain management
- 6.2. Operations Management
- 6.3. Commercial and marketing management



7. SUPPORT ACTIVITIES FOR THE GERENATION AND DELIVERY OF VALUE

- 7.1. People management
- 7.2. Financial management
- 7.3. Quality and Innovation Management

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Classroom practices	30,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	35,00
Independent study and work	0,00
Preparation of lessons	40,00
Preparation for assessment activities	15,00
Resolution of case studies	0,00
Total hours	90,00

TEACHING METHODOLOGY

In the teaching-learning process of Fundamentals of Business Management, different teaching methods will be used.

On the one hand, educational didactic forms will continue to be used for the case of theoretical classes, although other teaching methods will be used - didactic forms of participation - that seek the involvement of the student in the teaching-learning process. This second type of methods favors the interaction between the teacher and the student as well as between the students themselves, and allow the development of generic competences. The methodology will be the following:

- **Theoretical classes:** Brainstorming methods will be combined with master-lesson lectures to introduce the new contents. With brainstorming it is intended that students relate new knowledge with other knowledge previously learned. The master lessons help to consolidate the new knowledge. In this way, it is intended to provide a learning experience based on a more active and participatory role of the student, allowing the development of autonomous learning ability.

For each topic, the teacher will provide the students (through the virtual classroom) with a guide



to the subject and useful references for individual study and the preparation of their own materials. It is intended with this method that students develop the following generic skills: critical thinking skills, ability to search and analyze information, ability to self-learn, and ability to use new information technologies.

- **Practical classes:** they allow to put into practice the knowledge acquired in the theoretical classes, to demonstrate the ability to work in groups and to develop interpersonal communication skills. These sessions contribute to improving the ability to organize and plan student work. Normally, the development of the practical classes will mainly use the case method, in which students will solve problems or exercises, first individually and subsequently working in teams. Other forms of teaching will also be used, such as the analysis and discussion of enclosed readings or role-playing.

In order to develop some of the generic and specific competences established above, teamwork will be carried out. Students will analyse and synthesize information from different sources ¿ interviews, database analysis, press articles, direct observation, books, etc. ¿ they will work on written communication ¿ through the presentation of written reports ¿ and oral communication ¿ through the oral presentation of their conclusions using methods and exhibition supports. Likewise, the ability to work cooperatively in a team will be relevant for good performance.

LANGUAGE: The subject is taught in each group in the language officially indicated in the Academic Course Offer for that group. Likewise, the exams and materials for the subject will be delivered in that language.

USE OF ARTIFICIAL INTELLIGENCE. The use of Artificial Intelligence, and any other similar type of tool, will be permitted to be applied, both to classroom work and to independent work, as long as the student incorporates a declaration of responsible use into these tasks, indicating, in each case, how it has been used, the source and the parts of the work affected.

EVALUATION

The evaluation will be carried out on the total contents of the subject. The evaluation must fulfill a summative function -accreditation of the level of training obtained- and a training function -mechanism of feedback that improves the teaching-learning process-. The summative function will be fulfilled with the final evaluation that allows assigning an official grade. The training function will be carried out through continuous evaluation.

Following to article 28 of the Regulations on Language Use of the University of Valencia (ACGUV 167/2014, of September 30, modified by ACGUV 146/2023), the statements of the exams and exercises are presented in the language in which the subject is officially offered.

The subject of Business Management Foundations will be evaluated from the consideration of the following aspects:

FIRST CALL.



Synthesis test (60% of the final grade). The main function of the synthesis test is to evaluate the achievement of the training objectives. This test can combine both multiple choice or written answers. In any case, the questions can refer to both theoretical and practical content. Preferably, questions will be asked in a way that require the student to relate various concepts of the subject in addition to considering its practical application. The exam will be held on the official date that the Faculty of Economics will enable for it within the academic calendar of the course.

Continuous evaluation (40% of the final grade). This part will evaluate the evolution of the student in the acquisition of the generic and specific competences mentioned above.

The evaluation will be carried out by preparing and presenting individual and team work, carrying out projects, as well as by participating in face-to-face sessions. Teachers may also take theoretical or theoretical-practical tests, through test questions, development or individual practices periodically throughout the course.

Non-recoverable activities of the continuous evaluation will be considered all those that require teamwork or oral presentations. The weight of these non-recoverable activities will be 50% of the value of the continuous assessment, that is, 20% of the final grade for the course.

Attendance: Following the article 6.9. of the assessment and qualification norms of the University of Valencia, the practice-oriented lectures are of compulsory attendance. It will be considered that a student has accomplished with this obligation if he/she attends at least 80% of the hours of the practice-oriented lectures and has properly justified the lack of attendance to the rest of the lectures. In the case of not attending at least 80% of the classes, the continuous evaluation grade will be zero in the first call. In this case, in the second call you will be able to recover only the part of continuous evaluation that is considered recoverable by carrying out an additional trial, while the non-recoverable part will maintain the grade of zero derived from the lack of assistance.

The student's final grade will be the result of the weighted sum of the marks obtained in the synthesis test (60%) and in the continuous evaluation (40%).

To pass the course, the students must (Otherwise, the maximum grade that students can obtain will be 4.00):

- achieve a grade of 50% or more (i.e. at least 3 out of 6) in the synthesis test (exam)
- achieve a minimum grade of out of 10 in the final qualification (final exam + continuous evaluation)

SECOND CALL

In the second call:

- all students who attend the second call will take a synthesis test with a value of 6 points.
- students who have obtained a grade lower than 1 out of 2 in the recoverable part of the continuous assessment, may take an additional test to recover said part. The grade obtained in



this test WILL REPLACE the grade obtained in their individual grade (recoverable) of the continuous assessment

- the final grade will be the result of the weighted sum of the grades obtained in the synthesis test (60%), the additional test or the individual grade (recoverable) of the continuous assessment (20%) and the grade that the student obtained in the non-recoverable activities (20%).
- It should be noted that if the continuous assessment had a grade of zero points in the first call due to lack of attendance, the student may recover the individual part (20%) through a supplementary test, but the penalty for the non-recoverable part will be maintained in the second call.

The conditions to pass the course on second call are:

- achieve a final grade of 50% or more (at least 3 out of 6) in the synthesis test.
- obtain a minimum grade of 5 out of 10 in the final qualification (final exam + continuous evaluation)

The normative of the University of Valencia about evaluation and qualification can be found here (in valencian): https://www.uv.es/graus/normatives/2017_108_Reglament_avaluacio_qualificacio.pdf

REFERENCES

- Iborra, M.; Dasí, A.; Dolz, C. y Ferrer, C. (2014): Fundamentos de Dirección de Empresas. Conceptos y habilidades directivas. 2ª Edición. Thomson, Madrid.
- Boddy, D. (2017) Management: An introduction, 7th Edition. Pearson Education Limited. [Biblioteca UV: Disponible online - Library UV: Available online]
- Johnson, G.; Whittington, R.; Scholes, K. et al. (2018). Fundamentals of strategy, 4th Edition. Pearson Education UK. [Biblioteca UV: Disponible online - Library UV: Available online].

Professors can recommend other references during the course.